

Message Text

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USDOC WASHDC
INFO AMEMBASSY ATHENS
AMEMBASSY JIDDA
AMEMBASSY KADUNA
AMEMBASSY KHARTOUM
AMEMBASSY LAGOS

UNCLAS SECTION 1 OF 2 DHAHRAN 0541

ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJECT: IOWA IOGA TRADE MISSION -- DHA ZBC

REF: JIDDA 3318

1. SUMMARY: DESPITE UNEXPECTED HOLLIDAYS, WHICH BADLY
BRUISED FINAL ARRANGEMENTS FOR VISIT OF TRADE MISSION,
ITS STAY IN SAUDI ARABIA'S EASTERN PROVINCE CAN BE CHALKED
UP AS SUCCESS. PRESENCE OF IOWA'S GOVERNOR WAS DEFINITE
PLUS AND MEMBERS OF HIS STATE'S TRADE MISSION WERE SERIOUS
EXPORTERS BENT ON FINDING MARKET FOR THEIR PROFMKYICTS. IF
MEMBERS OF MISSION RETURN INDIVIDUALLY TO FOLLOW UP ON
USEFUL SALES OR AGENCY DISCUSSIONS THEY HAD HERE, THEY
SHOULD MARKE UP EXCELLENT EXPORTSALES IN FUTURE. END
SUMMARY

2. IOWA TRADE MISSION, LED BY GOVERNOR ROBERT JAY,
VISITED DHAHRAN AND VISIT WAS SUCCESS IN TERMS OF
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INVESTIGATING AND APPRAISING MARKET FOR EACH MISSION
MEMBER'S PRODUCTS. MISSION WAS A DELIGHT TO SERVE AND
HAD COMAPTIBLE MEMBERSHIP. INEXPECTED HOLIDAYS, JUST
PRIOR TO MISSION'S ARRIVAL, MEANT THAT MISSION'S SCHEDULING
WAS NOT AS TIGHT AS POST NORMALLY ARRANGES BEFORE ARRIVAL
OF TRADE MISSION BUT HWKEYE FLEXIBILITY AND UNDERSTANDING
OF PROBLEM PERMITTED POST TO MAKE LAST MINUTE ADJUSTMENTS

WHICH RESULTED IN GOOD SERIES OF APPOINTMENTS FOR MOST MISSION MEMBERS. SEVERAL MISSION MEMBERS WERE KIND ENOUGH TO REMARK AT END OF THEIR STAY THAT ARRANGEMENTS MADE FOR MISSION IN CONSULAR DISTRICT WERE THE BEST OF THE FIVE CITIES THEY HAD VISITED.

3. HIGH POINT OF DAY-AND-HALF PROGRAM WAS RECEPTION HOSTED BY CONSUL GENERAL IN HONOR OF GOVERNOR TAY AND IOWA TRADE MISSION. TURNOUT WAS EXCELLENT WITH NEARLY 50 BUSINESS LEADERS ENJOYING THE OPPORTUNITY TO MEET TRADE MISSION MEMBERS AND DEVELOPING BUSINESS FRIENDSHIPS. AT TIMES ANIMATE DISCUSSIONS OF PRODUCTS OF VARIOUS TRADE MISSION MEMBERS DEVELOPED AND THAT LED TO APPOINTMENTS THE NEXT DAY OR TO BETTER MARKETING OF PRODUCT. IOWANS REPRESENTED ON TRADE MISSION WERE SERIOUS TRADE PROMOTORS FOR HOME STATE AND THEY MADE MOST OF OPPORTUNITIES AFFORDED BY WELL-ATTENDED RECEPTION. GOVERNOR RAY MOVED EASILY THROUGH CROWDED RECEPTION AND ENGAGED GUESTS IN CONVERSATION.

4. PROGRAM OF APPOINTMENTS IN DHAHRAN FOR GOVERNOR TAY WAS BADLY BUFFETED BY HOHUPHS CALLED THROUGHOUT SAUDI ARABIA BY RETURN OF KING KHALID FROM HOSPITALIZATION IN UK. MORNING CALLS ON EASTERN PROVINCE AMIR, ARAMCO CHAIRMAN JUNGERS, AND RESIDENT SAG DEPUTY MINISTER IN CHARGE OF CONSTRUCTION OF HUGE JUBAIL INDUSTRIAL COMPLEX HAD TO BE ABORTED WHEN THOSE MEN WERE CALLED TO RIYADH. TO BE RECEIVED DURING. GOVERNOR RAY TOOK HIS GREATLY ABBREVIATED PROGRAM IN GOOD GRACE. UNCLASSIFIED

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HIS DU IN DHAHRAN, HOWEVER, WAS ENLIVENED BY A SPECIAL LATE AFTERNOON PETROLEUM BRIEFING SESSION ARRANGED IN HIS HONOR BY ARABIAN AMERICAN OIL COMPANY (ARAMCO) CHAIRMAN JUNGERS.

5. ARAMCO MEETING, ARRANGED IN SEMINAR FASHION AROUND LARGE CONFERENCE TABLE, BROUGHT GOVERNOR, HIS PARTY, AND TRADE MISSION MEMBERS TOGETHER WITH SENIOR ARAMCO EXECUTIVES, LEADERS OF US BUSINESS COMMUNITY AND SENIOR EXECUTIVE OF IOWA'S ONLY RESIDENT US COMPANY (GREEN CONSTRUCTION OF DES MOINES -- WHICH IS WINNING LAURELS AS A HIGHWAY BUILDER IN THE EASTERN HALF OF SAUDI ARABIA). SOLID BRIEFING WAS FOLLOWED BY FRANK DISCUSSION AND EXCHANGE OF VIEWS ON TOPICAL ECONOMIC AND POLITICAL ISSUES WHICH AFFECT US TRADE AND FOREIGN RELATIONS IN MIDDLE EAST. AFTERWARDS, JUNGERS ENTERTAINED HAWKEYES AT INFORMAL SOCIAL OCCASION THAT INCLUDED ARAMCO-HANDICRAFTED BEVERAGE MADE FROM THE LEADING AGRICULTURAL EXPORT OF IOWA.

6. RESULTS OF MISSION ARE NOT NOW POSSIBLE TO MEASURE.
FOR MOST MISSION MEMBERS, THE VISIT TO SAUDI ARABIA WAS
ONE OF MARKET EXPLORATION AND UNDERSTANDING. WISELY,
WE THINK, THEY DID NOT RUSH TO NAME AGENTS ALTHOUGH
MOST HAD GOOD PROPOSALS FROM COMPANIES WE CONSIDER TO
BE THE KIND THAT CAN GIVE THEM GOOD REPRESENTATION.
UNFORTUNATELY, A FEW MEMBERS OF TRADE MISSION DID NOT
COME SUFFICIENTLY PREPARED TO DISCUSS PRICE (A PRICE
QUOTE FOB FULF OR EAST COAST US WOULD HAVE SUFFICED) AND
DELIVERY DATES. MOST SOUGHT-AFTER APPOINTMENT WAS MISSION
MEMBER THAT HAD SMALL PLUNGE POOL FOR FAMILY RELAXING. HIS
MEMBER ALSO DISCOVERED THAT HIS COMPANY'S CHURCH STEEPLES
MAY HAVE A MARKET AMONG INTREPID SAUDI TV VIEWERS WHO WISH
TO RECEIVE PROGRAMMING FROM NEARBY GULF STATES
(ONE LOCAL BUSINESSMAN ENCOURAGED THIS MISSION MEMBER TO
DEVELOP AN EXPORT MODEL STEEPLE ADAPTED FOR MOSQUES,
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REPLACING THE CROSS AT ITS APES WITH STAR AND CRESCENT).
CONCRETE PIPE MACHINERY MANUFACTURER MAY HAVE STRUCK PAY

DIRT WITH LOCAL MANUFACTURER
OF ASBESTOS PIPE.
MANUFACTURER OF HEAVY-LIFT TAIL GATE FOR PICKUP WAS ALSO
WELL RECEIVED BY LOCAL AUTO AND AUTO EQUIPMENT DEALERS.
CONCRETE SLIP-FORMING MACHINERY WAS ANOTHER PRODUCT THAT
WAS WELL RECEIVED BY MARKET BUT MANUFACTURER IS HESITATING TO
APPOINT AN AGENT AS HE IS NOT CERTAIN THAT AGENCY CANDIDATES HERE
HAVE THE AFTER-SALES SERVICE CAPABILITY TO SUPPORT THE SALE OF
HIS COMPLICATED PRODUCT IN THIS MARKET. BANKER ON TRADE MISSION
HAD USEFUL APPOINTMENTS AND LAWYER MEMBER HAD FIRST USEFUL APPOINT-
MENT WITH SAG AGENCY TO DISCUSS PROGRAM FOR HIS COMPANY IN
DRAFTING MUNICIPAL LAWS. OF THOSE ON TRADE MISSION, ONLY
MEMBER WHO MARKETS GRAIN STORAGE BUILDINGS FOUND THE MARKET
THIN FOR HIS PRODUCTS, ALTHOUGH HE BELIEVES LAST APPOINTMENT
IN HIS STAY IS WORTH RETURNING TO PURSUE. IN SHORT, POST
BELIEVES MISSION MEMBERS FOUND ENOUGH BUSINESS HERE TO DRAW
THEM BACK AND CONGEN WILL BE DEEPLY DISAPPOINTED IF IT DOES
NOT SEE ITS NEW-FOUND HAWKEYE FRIENDS AGAIN.

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6. COMMENT: PROGRAMMING VISIT OF MISSION, AS DISCUSSED ABOVE,
WAS GREATLY HANDICAPPED BY UNEXPECTED HOLIDAYS AND FAILURE
OF TRADE MISSION BROCHURES TO ARRIVE IN TIME TO B USEFUL
(THEY REACHED POST DAY BEFORE ARRIVAL OF MISSION).
LATTER POINT IS DISCUSSED IN CONSIDERABLE DEATIL IN
DHAHRAN 0488. POST HOPES DPET WILL MAKE SPECIAL EFFORT
TO RECTIFY PROBLEM. POST OBSERVES THAT EVEN A FLYER;/
CONTAINING ONLY SKETCHY INFORMATION WHICH 09ST COULD
CIRCULATE MONTH IN ADVANCE OF VISIT WOULD
BE IMPORTANT AID IN PROMOTING TRADE MISSIONS'S VISIT.
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